

Introduction to the event:

The [EU CBEC Forum 2021](#) is a two-day hybrid event held on December 1 – 2 in Liege Airport, Belgium. The event is designed to bridge together retailers and European brands with international digital actors such as marketplaces and service providers to foster digitalization and cross-border e-commerce.

The event will comprise three different areas with main stage speeches, booth exhibition and tech showcases to support SMEs at different stages of digitalization, as well as provide new business opportunities for all players involved. Four main themes closely related to the transformation of the retail industry seen from the perspective of six different product categories: food & beverage, dietary supplements, beauty & cosmetics, OTC medicines, mother & baby and fashion.



For two days Liege Airport will be transformed into an exclusive venue able to host all parts of the event, which will be made interactive thanks to a dedicated app to guide all

communications and announcements during the event, as well as function as a practical guide to participation and a useful tool to communicate with all players present at the venue. Visitors will be able to access all three areas of the EU CBEC Forum 2021 with no restrictions, taking part to main stage speeches, engaging with exhibitors in the expo area and finding out how to integrate innovative technologies within their companies digital strategy. To this purpose visitors will be able also to watch from the airport the different live commerce sessions hosted on-site and designed to give the audience a taste of the potential of live streaming technology to bridge the gap between brands and customers, selling products out in minutes from Liege Airport on Facebook Live and Chinese Taobao Live.



For this edition, entry tickets will take the form of a [Membership Pass](#) which will include many features not limited to the event itself. Membership Pass holders will have free access to all presentations, slides and even on-demand recordings for all info sessions of the EU CBEC Forum 2021, free access to the EU CBEC Webinar Series 2020, enjoy further discounts to the next editions and much more. At the same time, thanks to the hybrid nature of the event all visitors will be able to interact with guests participating from home.



To remain true to the mission of the EU CBEC Forum, online participation will remain free for all the duration of the event, and it will be possible both from mobile and from desktop. [Online Pass](#) holders will be able to watch main stage speeches live, broadcasted online directly from the forum area on-site, as well as participate to live workshops distributed only online and to the virtual exposition.

The EU CBEC Forum this year goes live to expand the number of actors involved and create a solid community to support SMEs along their path to digitalization.

Membership Pass Holders will be able to:

- Access to the venue in presence and all its 3 main spaces: Expo Area, Forum Area and the Lab Area;
- Participate to Lab Area hosted interactive activities, such as the Google Digital Atelier workshop;
- See how live commerce is done by watching in presence live commerce shows hosted within the Lab Area, selling products to China and Europe on Taobao Live and Facebook Live;

- Visit a display of innovative digital technologies to transform the purchase experience of traditional brick-and-mortar shops to a new online-to-offline model;
- Assist to the EU CBEC Awards ceremony, where the Belgian Minister of Economy will award the best innovative project in the field of digitalization;
- Watch on-demand all speeches and workshops for free;
- Download of all presentations used during the show for free;
- Access to the EU CBEC Webinar Series 2020 for free;
- Get a 20% discount on standard entry tickets for the EU CBEC Forum 2022.

Online Pass Holders will be able to:

- Watch all speeches and workshops online from home on desktop and mobile;
- Access to the exhibitor's booth virtually;
- Organize meetings and chat with other attendees.

Activities confirmed so far in the LAB AREA:

- Google Digital Atelier workshops by Google Belgium, to teach SMEs how to grow online;
- AR Masterclass by Tropos AR, to unfold the potential of AR technology in driving the growth;
- Live commerce demonstrations
 - on facebook live
 - on Taobao Live, China's biggest live commerce platform

Permanent exhibition of technologies with interactions.

Access to the location:

Access to venue will be possible for sponsors and exhibitors from 8:30 am, December 1, while visitors will be allowed inside only after 9:00 am.

In order to access the venue you will need to show a EU Digital COVID Certificate (EUDCC) containing either:

- a **certificate of full vaccination:**
The vaccination is considered to be completed (full) **14 days** after taking the **second dose** (or 14 days after the single dose for vaccines requiring 1 dose only). For people who had been previously infected with the SARS-CoV-2 virus, the vaccination is considered to be completed also after a single dose of a vaccine requiring 2 doses
- a **certificate of recovery from Covid-19**, valid **between 11 and 180 days** from the date of a positive PCR test
- a **negative pre-departure PCR test** taken no earlier than **72 hours prior to arrival**. Residents in Belgium and persons of Belgian nationality can replace the pre-departure PCR test by a PCR test taken within 48 hours from arrival, by remaining in self-isolation while waiting for the test result.

We advise to regularly check the following website for all information related to COVID19 and travel between EU or non-EU countries:

https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/travel-during-coronavirus-pandemic_en

The organizers will provide each of you with a face mask, as well as a sanitizer at your booth.

Whova App:

All attendees participating will need to download the app Whova events and create a profile on it. This app will be the main bridge to connect the offline event with the online one, and is key to let attendees chat with each other, navigate the venue, see agenda and watch the different speeches.

For this reason, attendees in presence also **must download the app Whova** on their smartphones and create a profile within **before** coming to the event in order to simplify . Through the app attendees in presence will be able to see the agenda, the floorpan and message other attendees, exhibitors and speakers, both in presence and online.